**Project brief: Relaxr - landing page, initial build.**

Due: Friday 21st August 2015

submit via: github

Assessment: marking scheme (14 marks total)

**Brief:**

A hot, new NY Tech Startup, Relaxr, has approached you to help them develop a new landing page (index.html) for their company. They've handed you a picture of the design for the site (in the zipped file, in images/relaxr\_landing.jpg), along with the copy and assets. You need to take these files and turn it into a landing page.

**Technical Requirements (7):**

1. Use HTML5 structural elements ([<nav>](http://www.w3schools.com/tags/tag_nav.asp), [<header>](http://www.w3schools.com/tags/tag_header.asp), [<footer>](http://www.w3schools.com/tags/tag_footer.asp))
2. Use a [CSS Reset file](http://meyerweb.com/eric/tools/css/reset/reset.css) in addition to your style.css file to style the page
3. Use [IDs and Classes](http://www.w3schools.com/css/css_selectors.asp) to to select and style elements on the page
4. Style your text with the Google Fonts provided by your style guide
5. Follow naming conventions, maintain consistency across .html and .css files and use best practices for naming IDs and Classes
6. Indent nested elements to increase your code's readability
7. Use [float](http://www.w3schools.com/cssref/pr_class_float.asp)/[clear](http://www.w3schools.com/cssref/pr_class_clear.asp) or the [width](http://www.w3schools.com/cssref/pr_dim_width.asp) property to create more than one column on your page

**Notes:**

**css:**

**Background colors:**

* benefits #f0efef
* yellow: #f9e42e
* dark blue: #033048
* light grey: #606161
* almost black: #121212

**Font**:

Open Sans (Google Font: https://www.google.com/fonts#UsePlace:use/Collection:Open+Sans) Weight: Light, Light Italic, Semibold, Extrabold

**Text styling:**

* "Relaxr" - Extra bold, 24px
* "Get piece of mind with a single tap" - Semibold, 24px
* "Get it Now" - Extra bold, 14px. 5px border radius
* "Benefits" - Semibold, 20px
* "The perfect personal assistant. Relaxr does your job for you so you can enjoy life as it is meant to be." - Light, 13px
* "• Schedule meetings for you • Excel automation to complete your work for you • Responds to emails on your behalf • Does all your work for you with our revolutionary AI technology" - Light, 13px
* "“Relaxr changed my life. I’ve been able to travel the world, spend limited time working and my boss keeps thanking me for crushing work.”" - Light Italic, 18px
* "- Amanda, Intuit " - semibold, 18px
* "Sign Up Now!" - extra bold, 12px, 5px border radius

**Resources:**

What is a landing page:

<http://blog.hubspot.com/marketing/what-is-a-landing-page-ht>

<http://unbounce.com/landing-page-articles/what-is-a-landing-page/>